PHILIP MORRIS
WEEKLY SALES COMPARISON
2ND QUARTER 1986, 1987

APPROX W/E	1986 ACTUAL	1987 ACTUAL	1988 NORMAL	
4/1	1.2	0.9	-	
4/8	2.6	2.1	3.7	
4/15	4.0	3.3	3.9	
4/22	4.7 (1)	4.5 (a)	4.1	
4/29-30	4.2	4.3	4.1	
	16.7	15.1	15.8	
5/6	4.0	4.3	4.3 4.2	
5/13	4.1	4.3	4.3 4.2	
5/20	5.5 (2)	5.7 (b)	4.3 4.2	
5/27	4.6	6.3 (c)	4.3 4.2	
5/30-31	-	-	1.8 1.7 (2 days)	
4	18.2	20.6	19.0 18.5	
6/3	5.2 (3)	7.2 (d)	2.6 2.5 (3 days)	
6/10	5.3 (4)	5.7 (e)	4.4 4.2	
6/17	5.1 (5)	5.3 (f)	4.4 4.2	
6/24	5.0	4.1	4.4 4.2	
6/27-30	1.6 (1 day)	1.1	4.3 4.0	
	22.2	23.4	20.1 ~~19.1~~	
TOTAL	57.1	59.1	54.9 53.4	
BUDGET			59.4 ~~59.9~~	
VARIANCE			-4.5 -6.5	

used 4170 = 217.7 billion
218940 ÷ 52.187 = 4195
seasonal 1.0294
4.4 1wks
wks 4.505
seasonal 1.0622

20453644258

Source: https://www.industrydocuments.ucsf.edu/docs/ntdj0004